

From: TEAS@uspto.gov
To: [Ariana Gomez](#)
Subject: Serial number 86942794: Received Your Response To Office Action
Date: Tuesday, December 27, 2016 3:54:08 PM

We have received your Response to Office Action Form below.

To the Commissioner for Trademarks:

Application serial no. **86942794** (Stylized and/or with Design, see <https://tmng-al.uspto.gov/resting2/api/img/86942794/large>) has been amended as follows:

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 035 for Promoting economic development in the City of Los Angeles

Original Filing Basis:

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 06/08/2005 and first used in commerce at least as early as 06/08/2005 , and is now in use in such commerce.

Proposed: Class 035 for Promoting economic development in the City of Los Angeles

Filing Basis: Section 1(a), Use in Commerce: The applicant is using the mark in commerce, or the applicant's related company or licensee is using the mark in commerce, on or in connection with the identified goods and/or services. 15 U.S.C. Section 1051(a), as amended. The mark was first used at least as early as 06/08/2005 and first used in commerce at least as early as 06/08/2005 , and is now in use in such commerce.

Applicant hereby submits one(or more) specimen(s) for Class 035 . The specimen(s) submitted consists of The submitted specimen is a copy of the organization's annual report promoting new developments in Los Angeles, as well as the organization's effort to clean and help provide security and promote the area and the businesses in it. The annual report has been printed each year since since 1996. On the annual report is also a photo of the logo being used on garbage cans in the area. This is part of the organization's branding efforts for the area. Through this icon the organization has created a brand that is widely recognized and which helps draw new businesses and shoppers to the area. The icon has been used for branding in the district since 2005. .

"The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application" *[for an application based on Section 1(a), Use in Commerce]* OR **"The substitute (or new, or**

originally submitted, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" *[for an application based on Section 1(b) Intent-to-Use]*. OR **"The attached specimen is a true copy of the specimen that was originally**

submitted with the application, amendment to allege use, or statement of use" *[for an illegible specimen]*. 1 [SPU0-7315140115-20161227183734459642_._2015_Annual_Report.pdf]

Declaration Signature

DECLARATION: The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that, if the applicant submitted the application or allegation of use (AOU) unsigned, all statements in the application or AOU and this submission based on the signatory's own knowledge are true, and all statements in the application or AOU and this submission made on information and belief are believed to be true.

STATEMENTS FOR UNSIGNED SECTION 1(a) APPLICATION/AOU: If the applicant filed an unsigned application under 15 U.S.C. §1051(a) or AOU under 15 U.S.C. §1051(c), the signatory additionally believes that: the applicant is the owner of the mark sought to be registered; the mark is in use in commerce and was in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; the original specimen(s), if applicable, shows the mark in use in commerce as of the filing date of the application or AOU on or in connection with the goods/services/collective membership organization in the application or AOU; *for a collective trademark, collective service mark, collective membership mark application, or certification mark application*, the applicant is exercising legitimate control over the use of the mark in commerce and was exercising legitimate control over the use of the mark in commerce as of the filing date of the application or AOU; *for a certification mark application*, the applicant is not engaged in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. **To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.**

STATEMENTS FOR UNSIGNED SECTION 1(b)/SECTION 44 APPLICATION AND FOR SECTION 66(a) COLLECTIVE/CERTIFICATION MARK

APPLICATION: If the applicant filed an unsigned application under 15 U.S.C. §§ 1051(b), 1126(d), and/or 1126(e), or filed a collective/certification mark application under 15 U.S.C. §1141f(a), the signatory additionally believes that: *for a trademark or service mark application*, the applicant is entitled to use the mark in commerce on or in connection with the goods/services specified in the application; the applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date; *for a collective trademark, collective service mark, collective membership mark, or certification mark application*, the applicant has a bona fide intention, and is entitled, to exercise legitimate control over the use of the mark in commerce and had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce as of the application filing date; the signatory is properly authorized to execute the declaration on behalf of the applicant; *for a certification mark application*, the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant. **To the best of the signatory's knowledge and belief, no other persons, except, if applicable, authorized users, members, and/or concurrent users, have the right to**

use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services/collective membership organization of such other persons, to cause confusion or mistake, or to deceive.

Signature: /Ariana Gomez/ Date: 12/27/2016
Signatory's Name: Ariana Gomez
Signatory's Position: Marketing & PR Manager

Signatory's Phone Number: 2134881153

Response Signature

Signature: /Ariana Gomez/ Date: 12/27/2016
Signatory's Name: Ariana Gomez
Signatory's Position: Marketing & PR Manager

Signatory's Phone Number: 2134881153

The signatory has confirmed that he/she is not represented by either an authorized attorney or Canadian attorney/agent, and that he/she is either: (1) the owner/holder ; or (2) a person(s) with legal authority to bind the owner/holder; and if an authorized U.S. attorney or Canadian attorney/agent previously represented him/her in this matter, either he/she has filed a signed revocation of power of attorney with the USPTO or the USPTO has granted the request of his/her prior representative to withdraw.

Thank you,

The TEAS support team
Tue Dec 27 18:53:42 EST 2016
STAMP: USPTO/ROA-73.151.40.115-20161227185342862825-86942794-
570ca676fb3340cd86fd8681436151533722f07987e74ec66ce5b3739e271cda-N/A-N/A-
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